

Why VillagePlan?

**Because it will help drive patient satisfaction, revenue growth, and access to valuable in-home care data.
And because it will help patients & their families in need.**

**A Discussion Paper By
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The Demanding Patient

The effective treatment of geriatric patients requires an intensive set of interactions that go beyond the purely clinical into areas of family dynamics, financial concerns, coordination and advocacy for non-medical supports, social enrichment, and prioritization of needs. Patients and their families are often overwhelmed by the work required to manage these needs and often seek help with these challenges from their doctor- whose training, skills and time are meant to be focused on clinical considerations.

For these demanding issues of aging life care planning, offering patients and their families access to tools designed to extend the physician's reach addresses the many non-medical factors that impact patient health and member satisfaction. In this way, your practice can introduce a comprehensive, holistic approach to caring for the whole patient, helping increase patient loyalty and retention, physician satisfaction, and opportunities for further revenue growth.

Patient Loyalty and Retention

According to studies by the Advisory Board Company, patients rate their experience interacting with a medical practice as the keys to loyalty to that practice – above even quality and cost. A hallmark of geriatric care is a regular set of interactions with the medical practice, and not just on clinical issues. Providing access to a service that supports patients and their families manage this array of challenges has been shown to markedly improve the experience of families and their loved ones and ensure that help with non-medical challenges is handled by experts in that area.

Educating patients on the availability of this service at the doctor's office creates a positive, supportive interaction on a real-time challenge facing the patient and their family, and has the potential to drive greater loyalty, retention and satisfaction, while demonstrating your holistic commitment to serving your members. Likewise, introduction of a highly personalized service delivered by accredited professionals creates further connections and affinity.

Physician Satisfaction

Doctors consistently raise concerns around work-life balance, and, with an aging population, the demands on physicians continue to increase. In treating elderly patients, doctors find even greater demands, especially in dealing with non-clinical and family-related issues. When an expert care manager like those offered by VillagePlan is involved in a case, doctors find that demands on their time for non-clinical matters are reduced, while at the same time find a more coordinated continuum of care. Offering Physician Resource Network member physicians ongoing education about the availability of this kind of service can provide needed support to physicians and help increase their satisfaction with their practice.

In conducting research among several physicians in private and group practices – including concierge practices – we found significant support for this kind of service, both from doctors who had had direct interaction with it and those who had not yet had such interactions.

Physicians reported that caring for geriatric patients presents significant complexities. For example, coordinating, or being a part of coordinating, non-clinical activities was an important consideration that was outside of what might be considered the best use of the physician's time. In cases where the physician had had the opportunity to work with a geriatric care manager, they reported significant positive benefits with respect to use of time and overall satisfaction. In addition, it was believed that patients and their families benefitted from those interactions, as they provided a more seamless continuum of care. Finally, at least one doctor reported he would like to be able to promote the availability of this kind of service to his patients, knowing that many of them face the challenges of navigating the complexities of eldercare.

Revenue Growth

Given the variety of clinical needs that an elderly patient may have, there can be a significant need for repeated office visits and testing. In an environment in which the patient does not have expert advocacy and support, the patient may visit an emergency room unnecessarily, or be seen by other clinicians without the knowledge of the PCP. With a VillagePlan Professional Geriatric Care Manager involved in a case, decisions like these can be better coordinated, ensuring that the patient is visiting their physician rather than an ER or other doctor, and that testing is done at the request of the PCP in an appropriate environment for the patient.

In addition, higher rates of doctor and patient satisfaction can help build additional "word of mouth" as to the patient's quality-of-life further driving revenue growth via office visit efficiencies by serving patients care coordination needs holistically.

Access to Data

VillagePlan can, at the patient's request and release, share data gathered in the course of providing service with the physician, providing a valuable insight into the member's challenges and needs outside of the clinical practice. In addition, on a de-identified basis, VillagePlan can share extensive data on the non-clinical demands, offering a view of complimentary business and clinical opportunities for a fast-growing population of patients and families.

Driving Impact on Patient Programs

VillagePlan PGCMs have a demonstrated track record of reducing readmissions through addressing the variety of non-medical drivers that characterize patients dealing with geriatric care challenges. In addition, support to executives who are also caregivers significantly impacts their quality of life, productivity and work-life balance in ways that will positively impact their view of their relationship with their primary care physician.

Quantifying the Market Need

- Nearly 90 million caregivers in America, supporting the care of an aging loved one
- 40% of women and 37% of men are family caregivers.
- 36% of Americans between ages 18 and 29 say they are family caregivers.
- 49% of family caregivers perform sophisticated medical/nursing tasks for their loved ones and almost 70% manage their loved ones' medications.
- 45% of Adult Children age 60 have living parents, and by 2020, some 50 million people will be 65+
- Nearly 60% of caregiving adult children have a strained relationship with family members
- Nearly 40% of adult children live more than 100 miles away from their parents
- 25%+ of Professional Geriatric Care Managers encourage use of concierge medicine for their clients
- 55% of discretionary spending dollars are in the hands of the 65+ population